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Israel

Fresh Deciduous Fruit

Cherries

2008

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Report Highlights:

In 2007, local cherry production totaled 3,700 tons. Planted area in 2007 totaled about 350 ha. By 2009, planted area is expected to increase by 50 ha (14 percent up) and will total 400 ha. There have been no imports of cherries in recent years.

Includes PSD Changes: No
Includes Trade Matrix: No
Annual Report
Tel Aviv [IS1]
[IS]

Local Production, Consumption and Planted Area

In 2007, local cherry production totaled about 3,700 tons, an 18 percent decrease compared to the previous year. The decreased yield was a result of unfavorable weather conditions during the blooming period (Late March to early May) and the "fluctuations phenomenon", an exceptional low/high yield that occurs once in 1-2 years. Cherries are grown mostly in northern areas (Golan Heights).

Planted area in 2007 totaled about 350 ha. By 2009, planted area is expected to grow by 50 ha (14 percent up) and will total 400 ha. As a result, production is expected to reach 5,000-6,000 tons. Average yield in 2006 totaled approximately 12 tons per hectare.

The cost of production of 1 kg of cherries is about NIS 8 (\$2). As a result of the low profitability, the main goal is to reduce the production costs to \$1.25 per kg.

Out of total production in 2007, approximately 98 percent was consumed in the local fresh market, and the remainder was exported to London.

The marketing period for cherries runs from late April to early August. Local consumption in 2006 was approximately 0.3 kg per capita. According to the Household Expenditure Survey 2005, the monthly average expenditure for fresh cherries totaled \$0.325 per household.

Table 1: Cherry Production, Metric Tons

CY	Total Production	Percent Change Compared to the Previous Year
2004	1,200	
2005	2,500	108%
2006	4,500	29%
2007 (preliminary estimates)	3,700	-18%

Source: CBS, Agricultural Statistics Quarterly

Table 2: Cherry Production by Region, CY 2007

Region	MT	Percent
Northern Part – Golan Heights and Upper Galil	2,950	83
Jerusalem Area	600	17

Source: Central Bureau of Statistics- Israel

Value of Cherrie Production

In 2006, cherry production value increased by nearly 20 percent compared to the previous year. Cherry value, as a share of total fruit sector production value, also increased during CY 2006.

Table 3: Fruit Sector Production Value, \$ Million, Real Terms, CY

CY	2005	2006	2006 % Change Compared to 2005
Total Value for Fruit Sector	905	863	-4.6%
Of Which: Cherries	9.2	11.0	19.6%
Cherries as Percentage of Total Fruit Sector Value	1.0%	1.3%	30.0%

Source: Israeli Central Bureau of Statistics

Trade

There have been no imports of cherries in recent years.

There has been almost no export of cherries in recent years. This situation is not expected to change in the coming years.